



**PAID POLITICAL
BROADCAST AVAIL REQUEST**

TO:	STATION: WFLA
FROM: Izzy Rostovsky	HRP OFFICE: Los Angeles

REQUEST RECEIVED FROM	DATE:
BUYER: Kym Mason	
AGENCY: Target Enterprises	
ADDRESS: 1526 Ventura Blvd. #1240. Sherman Oaks, Ca. 91403	
PHONE #: 818 905-0005	
FAX #:	
OTHER:	

AVAILS FOR
COMMITTEE: National Federation of Independent Businesses
CPMGN MGR. Bill Herrle, NFIB Florida Executive Director
TREASURER:
ADDRESS: 110 East Jefferson Street, Tallahassee, FL 32301
PHONE #: 850-681-0416
FAX #:
OTHER:

FOR
CANDIDATE:
OFFICE:
PARTY:

DAYPARTS:	All
SCHEDULE DATES:	As ordered
COMMERICAL LENGTH:	:30
PROGRAMS:	All
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	

ADV # _____ ADV. NAME ISS/NFIB _____ REP. # _____ OFF. # _____ SALESMAN # _____
 AGY # _____ AGY. NAME TARGET ENTERPRISES BUYER NAME KYM MASON

15260 VENTURA BLVD., #1240
 SHERMAN OAKS, CA 91403
 SALES PRSN LA- IZZY ROSTOVSKY

ORDER # _____ CONTRACT # 3371747 CLASS: NATL. LOCAL REGIONAL


PRDCT NFIB EST#*** COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG20/12 AUG26/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OF BILLING NEEDED _____ DATE AUG20/12 14.15

REP: 8/20 --- URGENT, NEW ORDER STARTS THIS WEEK (8/20)
 TOT: \$21,100/10X
 PLS CNF... TNX --- JOCELYN/IZZY

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 ADV: NATIONAL FEDERATION OF INDEPENDENT BUSINESS


 8/21/12

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			530P-600P	30		\$850.00	8/20	8/24	2		M-F	2
PROGRAM : NEWS CH8 AT 530P RA55+ : 3.6												
2			530P-600P	60		\$1,700.00	8/20	8/24	1		M-F	1
PROGRAM : NEWS CH8 AT 530P RA55+ : 3.6												
3			630P-700P	30		\$3,500.00	8/20	8/24	3		M-F	3
PROGRAM : NBC NIGHTLY NEWS RA55+ : 8.2												

AGENCY ADVERTISER CODE = NFIB
 AGENCY PRODUCT CODE = NFIB
 AGENCY EST# =

REP HEADLINE# 3371747
 *** ORIGINAL REV#0 ***

REP: TEL# 323-866-1414
 ORDER WORKSHEET

FAX# 323-653-1865
 HARRIS REPORT FROM REP
 AUG20/12 14.15
 *** WFLA-TV ***

LINE#	REP	CO	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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4			1100P-1135P	30		\$1,800.00	8/20	8/26	4			4
PROGRAM : LATE NEWS RA55+ : 2.5												
AUG/12 21100.00												

M-F Su
W-5u

CONTRACT TOTAL 21100.00
 TOTAL SPOTS 10

MARKET TOTALS \$60,285 WFLA 35% WFTS 15% WTSP 15% WTVT 15% WTOG 15% WTTA 5% WMOR 0%
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

COMP ESTIMATED, WILL UPDATE WHEN AVAILABLE

SVC- NSI BOOKS- JUL/PJ
 DEMOS- RA551*

Target Enterprises
 15260 Ventura Blvd
 Suite 1240
 Sherman Oaks CA 91403

Natl Fed Indp Bus / Issue
 Submission Number 1046 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Natl Fed Indp Bus / Issue	Submission Cost: 21100	Campaign Ref: E:120821056
Buyer: ..	Client/Product/Estimate: NFB / NFB /	Sales Rep: HRP Los Angeles
Schedule Dates: 08/20/12 to 08/26/12	Weeks: 1	Order Ref: 03371747
Est./PO Number: 03371747	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Natl Fed Indp Bus / Issue	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	Total	Cost
1	M-F 530p News ..W.F..	04	860	30 Comme	Nbr of Spots	2	1700
2	M-F 530p News ...T...	04	1700	60 Comme	Nbr of Spots	1	1700
3	M-F 630p ET / 530p CT NBC Nightly News ..WTF..	02	3500	30 Comme	Nbr of Spots	3	10500
4	M-Su 11p News ..WTFSS	02	1800	30 Comme	Nbr of Spots	4	7200
Weekly Totals: Total Spots(Ord Spots)					10	10	

Grand Totals				Month 8 Weeks: 4			
Totals				08/20			
Spots				10			
Cost				21100			

Grand Totals:	Spots: 10
	Gross Total: 21,100.00

Commission:	3,165.00
Net Total:	17,935.00

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: <u>WFLA Tampa, FL</u>	Date: <u>8/21</u>
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I, Kym Mason
do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges: As ordered

This broadcast time will be used by: National Federation of Independent Business

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
 ☒ No

Agency / client refuses to sign/fill out the NAB form

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

Bill Nelson, US Senator - Florida

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

NFB

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title